

## TOWN OF WESTFIELD MASTER PLAN REEXAMINATION

**SUMMARY** 

OCTOBER 2, 2019

#### WHAT IS A MASTER PLAN REEXAMINATION?

- A Reexamination Report examines the issues identified in the last Master Plan (2002) and identifies new issues. It is not a comprehensive Master Plan.
- Elements examined include:
  - Land Use
  - Circulation
  - Housing
  - Economic Development
  - Community Facilities
  - Historic Preservation

 Recommendations will provide land use policy changes and ordinance changes

Strategy	Implementing Party	Priority Level	Completed	Year Completed
Strategy Category				
1 Strategy	Borough and/or partner	Priority 1 Priority 2 Priority 3	✓	insert year

Westfield hired a team of consultants to complete the Reexamination Report:



#### PROJECT REVIEW

- We kicked off the Reexamination Report in December 2018
- We engaged with the community:
  - Stakeholder Committee Meetings
  - 1 PublicInput.com survey (January-September)
  - 1 Stakeholder Visioning Workshop (February)
  - 4 Public Community Workshops (March April)
  - 2 Focus Group Meetings with Seniors and Business Owners (April and September)
  - 1 Planning Board Update (July)
  - 1 Town-wide Reexamination Summary Meeting TONIGHT
- Westfield intends to adopt the Reexamination Report in December 2019



### Echo Lake Park Lenape Par Kenilworth Mountainside Nomah Par Fairview Cemetery <equation-block> North Ave Garwood Unami Park Scotch Plains Shackaniaxon Country Club

## SURVEY RESULTS BY THE NUMBERS

- 783 Survey Participants
- 66,884 Responses
- 4,565 Comments
- 282 E-mail Subscribers

#### WHO PARTICIPATED



33% are ages 45-54 years old



38% have lived in Westfield for more than 21 years



83% are first generation Westfield



95% live in single-family home



80% married, with children

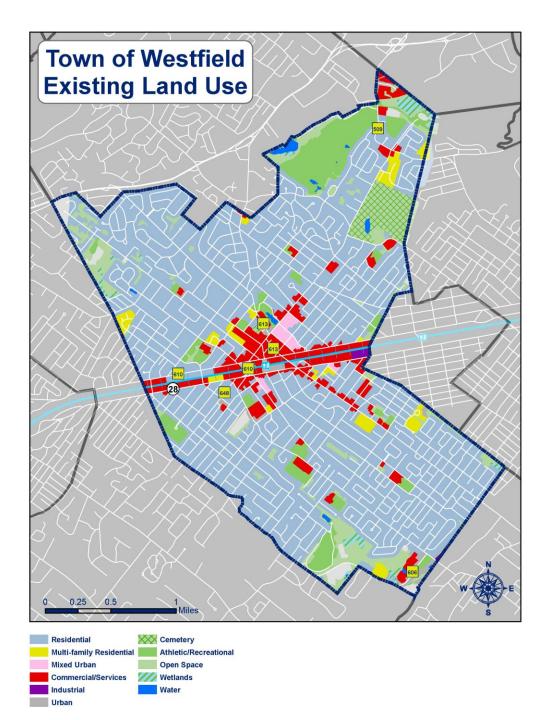


27% work in New Jersey (outside of Union County) and 24% work in NYC

#### WHY WESTFIELD

#### Why people moved to Westfield

- School system (82%)
- 2. Downtown (70%)
- 3. Community character (54%)
- 4. Quality of life (51%)
- 5. Availability of train (48%)



## LAND USE & HOUSING ISSUES

- Residential teardowns/intensification of building coverage (49% very important)
   \*When asked to rate a list of issues affecting Westfield (rated 4th)
- Redevelopment, i.e. better utilize south side train station parking lot
- Increase density of downtown
- Encourage mixed-use
- Need streetscape amenities

#### DEVELOPMENT STRATEGIES

#### Strongly Encourage

- Redevelopment (47%)
- Restoration of existing homes
   (43%)
- Attract Major Employers (36%)

#### HOUSING TYPES

\*On Average, where 100 is Strongly Approve and 0 is Strongly Disapprove

#### **Average Approval Rating**

• Single-Family (79/100)



- Mixed Use (54/100)
- Senior Housing (50/100)
- Duplex (36/100)
- Townhouse (35/100)
- Apartment (34/100)

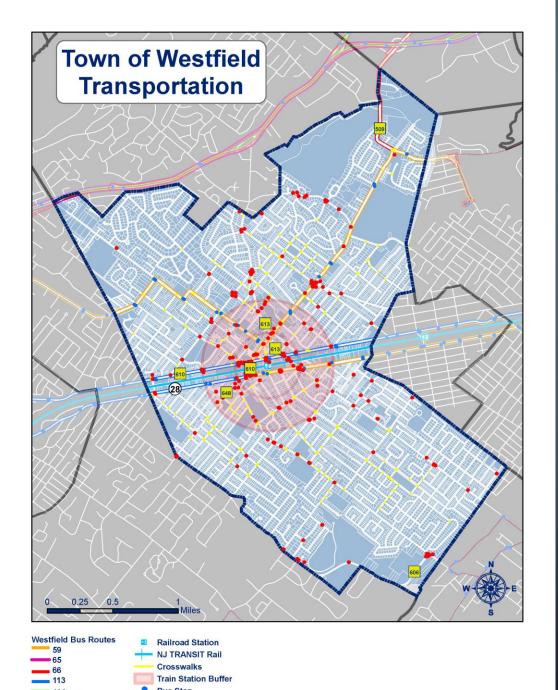
# RECENT DEVELOPMENT CHANGES

#### Very Unsatisfied

- Subdivision of larger lots (52%)
- Teardowns of homes to build larger homes (31%)

#### KEY LAND USE & HOUSING RECOMMENDATIONS

- Increase demo permit fees to hire a teardown specialist
- Reexamine zoning regulations to keep new construction in scale with existing neighborhoods; consider Floor Area Ratio (FAR) regulations
- Use redevelopment tools on existing underutilized sites
- Provide for mixed-use structures over multi-family buildings, where feasible
- Encourage Transit Oriented development near to the train station
- Complete a Unified Land Use and Circulation (ULUC) Plan



**Bus Routes outside Westfield** 

## TRANSPORTATION ISSUES

- One-seat passenger rail service to Manhattan (68% very important)
  - \*When asked to rate a list of issues affecting Westfield (rated 1st)
- Parking in the Downtown (52% very important)
  - \*When asked to rate a list of issues affecting Westfield (rated 3<sup>rd</sup>)
- Biking and walking facilities and amenities

#### IMPROVING MOBILITY

\*When asked how Westfield should improve mobility?



IMPROVE
BIKING AND
WALKING
CONDITIONS
(64%)



ADD MORE PARKING IN THE DOWNTOWN (59%)



ADD MORE STREETSCAPE AMENITIES (48%)



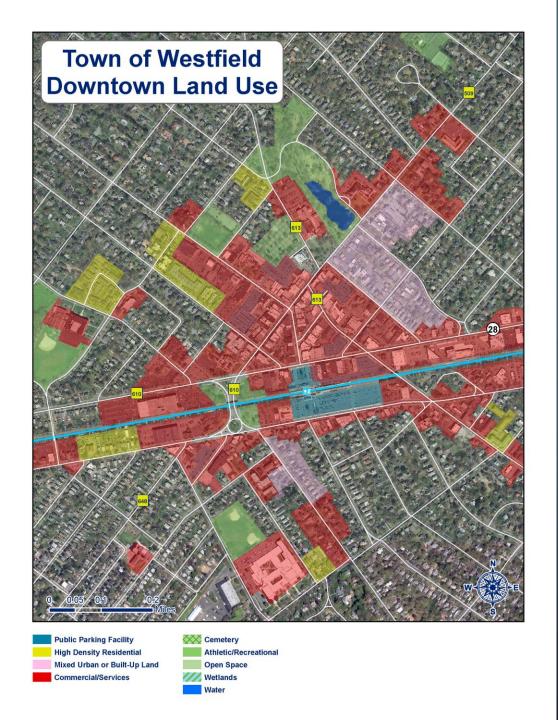
IMPROVE
TECHNOLOGY –
I.E. BETTER
TRAFFIC
LIGHTS/SIGNAL
TIMING (43%)



IMPROVE
ACCESS TO THE
TRAIN STATION
(35%)

#### KEY TRANSPORTATION RECOMMENDATIONS

- Complete a Unified Land Use and Circulation (ULUC) Plan
- Promote transit-oriented development
- Develop streetscape design standards
- Develop sidewalk fund and PILOP program
- Add more bike racks to downtown
- Advocate for one-seat ride
- Explore the potential for a parking structure in downtown



## DOWNTOWN ECONOMIC DEVELOPMENT ISSUES

- Availability of goods and services downtown (48% very important)
  - \*When asked to rate a list of issues affecting Westfield (rated 5<sup>th</sup>)
- Could use more entertainment establishments (61%)
- Could use more restaurants (56%)

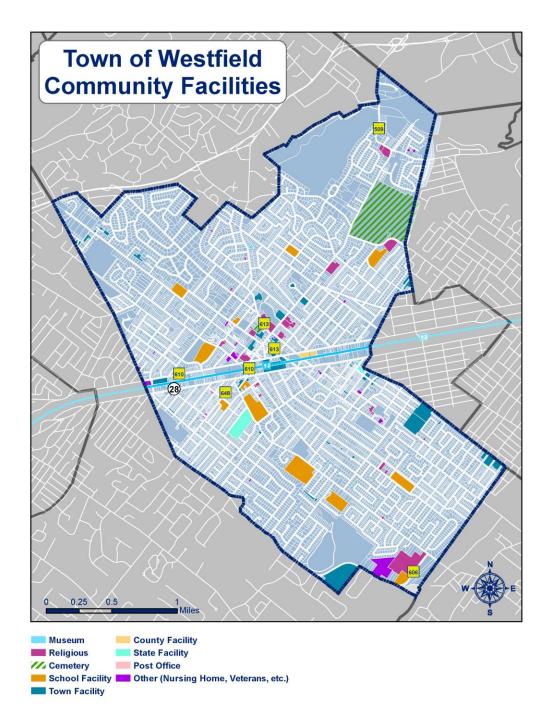
## DEVELOPMENT TRENDS

#### Strongly Approve

- Rooftop bars/lounges (56%)
- Rooftop gardens (48%)
- Microbreweries/distilleries in the Downtown (47%)
- Rooftop residential terraces and patios (43%)
- Sustainable development requirements (27%)

## KEY ECONOMIC DEVELOPMENT RECOMMENDATIONS

- Continue to support the Downtown Westfield Corporation (DWC)
- Explore areas of "placemaking" in downtown
- Improve the pedestrian realm with street furniture, planters, shade trees, etc.
- Encourage and help facilitate pop-up public spaces in vacant storefronts
- Support façade improvement programs
- Attract major employers looking to locate in non-traditional workplace environments, like downtowns



## COMMUNITY FACILITY ISSUES

- Condition of parks and recreational facilities (57% very important)
  - \*When asked to rate a list of issues affecting Westfield (rated 2<sup>nd</sup>)
- Need a performing arts/cultural/community center
- Sustainable practices; 70%
  respondents said local code should
  require green building construction
  techniques

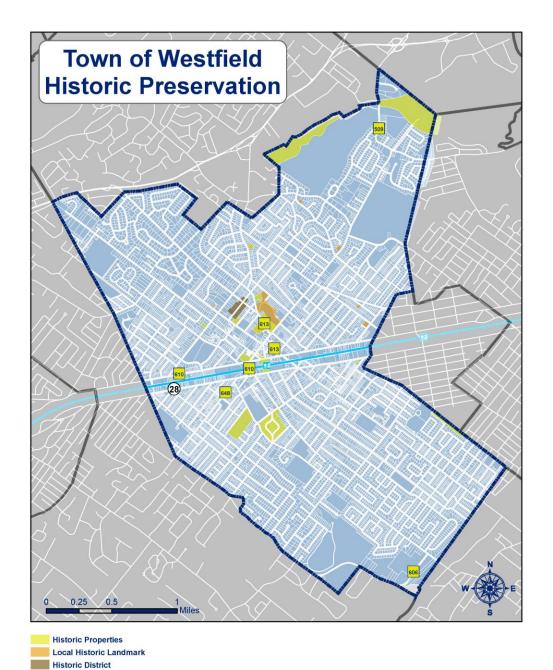
#### **TECHNOLOGY**

## What technology services should Westfield implement?

- 1. Free wi-fi in downtown (53%)
- 2. Register and pay parking permits online (52%)
- 3. Submit building permits online(51%)
- 4. Report issues online (49%)
- 5. Advanced parking tech (46%)

#### KEY COMMUNITY FACILITY RECOMMENDATIONS

- Implement the recommendations from the Parks Strategic Plan
- Invest in technology across civic departments that will increase efficiency, promote civic engagement, and transparent government
- Relocate Fire Department Headquarters
- Consider a Town Community Center
- Encourage installation of public art and murals throughout Town
- Complete various "green" audits of Town-owned properties, encourage green purchasing, and other sustainable recommendations



## HISTORIC PRESERVATION ISSUES

 Residential teardowns/intensification of building coverage (49% very important)

\*When asked to rate a list of issues affecting Westfield (rated 4th)

- Historic Preservation is a worthwhile goal for the Town (80% Yes)
- Lack of communication about benefits of historic preservation

# BUILDINGS OR AREAS THAT SHOULD BE DESIGNATED HISTORIC

- 1. Stoneleigh Park
- 2. Boulevard
- 3. Dudley
- 4. Wychwood

#### HISTORIC PRESERVATION RECOMMENDATIONS

- Continue to locally designate historic sites and districts
- Maintain list of historic structures and "threatened" homes that may be demolished
- Encourage adaptive reuse of historic structures
- Educate property owners on benefits of historic designation
- Explore adoption of architectural regulations

#### **NEXT STEPS**

- H2M to continue to draft the Reexamination Report and provide draft to Town
- Town of Westfield to provide initial feedback
- Draft Reexamination Report to be posted online for public review and comment
- Westfield intends to adopt the Reexamination Report in December 2019



#### SURVEY WINNERS

Survey Participants were entered to win a

Town of Westfield Smart Card worth \$50.

The winners are....

Joanna Rice

Alyson Twilley

#### STAY UPDATED ON ALL WESTFIELD INITIATIVES

Join us in
December at the
adoption
hearing

- Reexamination Report (survey closed)
   www.PublicInput.com/WestfieldMP
- Parks Plan (survey closed)
   www.PublicInput.com/WestfieldParks
- Walk/Bike Westfield (survey closes in 2 days)
   www.WestfieldNJ.gov/BikePlan